



TOWN OF GRAFTON

GRAFTON MEMORIAL MUNICIPAL CENTER
30 PROVIDENCE ROAD
GRAFTON, MA 01519
www.grafton-ma.gov

RECREATION COMMISSION

Kristen Belanger, Chair
Christine Bishop
Stephen Crowley
Gina DaLan
Kayla Cushman

Jen Andersen
Recreation Director

Kerri Arsenault
Office Manager

Department Phone: 508-839-5335 x1156
Department E-mail: recreation@grafton-ma.gov
Department Website: www.GraftonRec.com

August 2021

Dear Grafton Recreation Supporters, Enthusiasts and Prospective Partners,

We've missed you! We've had to do much adjusting to our events over the past year but are looking forward to returning to our regular lineup and would like to welcome you back to the fun we have planned!

Please take a look at the enclosed annual sponsorship opportunities for Winter 2021 - Summer 2022 and choose the events and level of support that best meets your interest, your budget, and are the best match for your company. We would love to partner with you so if you don't see anything that fits, we're happy to work with you on something that does!

Your financial support helps to underwrite, if not cover, the cost of these free community events. In addition, proceeds from the Grafton Gazebo Road Race go towards our Children's Scholarship Fund which provides financial assistance for children and families to be able to participate in our programs. This makes a huge difference in the lives of many children who would otherwise be unable to participate in these offerings.

Your donation will be recognized numerous times in a variety of platforms including local newspapers, e-mail blasts to our 4,000+ subscriber list, printed materials, and social media channels. We will help you get your name out to the thousands of families in town at our events, as well as online and other media platforms.

Our annual events continue to be extremely popular in the community and support from people and organizations like yours make it possible to offer these fun and affordable events to our town; and for this we are very grateful. We look forward to partnering with you while we build a reciprocal, strategic partnership and thriving relationship.

Please visit our Facebook page as well as our website at GraftonRec.com to see all the great information we have posted and reach out to us if you have any questions, would like further information or want to be part of the fun!

Sincerely,

Jen Andersen

Town of Grafton Recreation Department

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GRAFTON CELEBRATES THE HOLIDAYS

DECEMBER 5, 2021



A 20+ year tradition bringing thousands of people to participate in activities all over town.

All donors will be acknowledged in a 'Thank You' ad after the completion of the event.

- Frosty Stop: \$100

Become a "Frosty Stop" by holding an event at your organization to be included in the day's activities. You will receive recognition in all marketing materials and your event will be listed in the brochure that's distributed physically through the newspaper, local businesses, and the schools, electronically to our 4,000+ e-mail list, and given exposure in newspaper articles, the town website, and social media. Don't forget to check out our telephone pole banner advertising program, too!*

- Event Sponsor: \$1+

You will receive recognition in the event brochure distributed physically through the newspaper, local businesses, and the schools, businesses, and electronically to our 4,000+ e-mail list. Don't forget to check out our telephone pole banner advertising program, too!*

***Ask us to see a copy of the event brochure to see what it's all about!**

**CHECK OUT OUR TELEPHONE POLE BANNER ADVERTISING PROGRAM OPPORTUNITY!
2021 FOR-PROFIT FROSTY STOPS SAVE 50%!***



REGISTRATION DEADLINE: OCTOBER 8, 2021

Town of Grafton Recreation Department

508-839-5335 x1156 | recreation@grafton-ma.gov | GraftonRec.com |  [@GraftonRecDept](https://www.facebook.com/GraftonRecDept)

GRAFTON CELEBRATES THE HOLIDAYS BANNER ADVERTISING PROGRAM

WINTER 2021-2022

For the past 3 years, we've displayed 25 banners on the telephone poles around the town Common and down along Worcester St. Sponsors will be placed on these banners for your organization's advertising opportunity for approximately 3 months between November and February.

We will be focusing this year on placing the banners further along Worcester St. from the Common to Stop & Shop but also have the ability to place banners in a variety of areas including Washington Mills/Rt. 30, Wyman Gordon/Rt. 122, and Mill Villages/Rt. 122A so based on the interest/locations of participating businesses we can work on finalizing an area that works best for both parties.



PROMOTE AND ADVERTISE YOUR ORGANIZATION TO 10,000+ PEOPLE PER DAY FOR ONLY \$27-\$55/MONTH!

Banner Advertising Program Fees and Options

For-Profit Businesses**

1 season*: \$250

3 seasons*: \$500

Non-Profit Businesses and Organizations

1 season*: \$125

3 seasons*: \$250

**** SAVE 50% IF YOU ARE A 2021 FOR-PROFIT GCTH FROSTY STOP!**

GENERAL INFORMATION

- Both parties will work on a mutually agreed area of town for banner placement but specific pole placement cannot be guaranteed.
- *Banners will be posted for approximately 3 months between November and February.
- Artwork must be submitted by October 8, 2021. There is a 3 line maximum. Simple and basic text is recommended; logos are not.

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GRAFTON GAZEBO ROAD RACE

MAY 7, 2022

The 31st year of a 5K run through town beginning and ending at the Municipal Center for ages 8 and up with around 250 participants and 100 spectators.

All donors will be acknowledged in a 'Thank You' ad after the completion of the event.

- Presenting Sponsor (1 available): \$350

Your organization will be the official presenter of the event. You will receive recognition in all marketing materials including posters, newspaper ads, the town website, event registration website, social media and at the event. You will also receive the ability to place a promotional table at the event. Your company's logo will be the most prominent on the event t-shirt and you will receive 10 t-shirts and 3 free entries to the race for your organization.

- Event Sponsor: \$200

You will receive recognition in all marketing materials including posters, newspaper ads, the town website, event registration website, and social media. Your company's logo will be on the event t-shirt and you will receive 5 t-shirts and 1 free race entry for your organization.

- Supporting Sponsor: \$100

You will receive recognition in marketing materials such as posters and online event listings and your company's name will be listed on the event t-shirt.

- Other: Under \$100 or goods and/or services

You will receive recognition in marketing materials such as posters and online event listings. Goods and/or services will be used and announced as giveaways to winners and/or a bib draw on the day of the event.

Event sponsors in 2019 included such businesses as:



UNIBANK



Supporting sponsors in 2019 included such businesses as:

CSR Financial Services | Dr. Mark Polasky | Millbury Bank

REGISTRATION DEADLINE: JANUARY 15, 2022

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SUMMER CONCERT SERIES

JULY – AUGUST 2022

Concerts with a variety of genres are held weekly on Wednesdays from 6:30 - 8:00pm for 6 weeks with a weekly average attendance of 300 people.

- Presenting Sponsor (1 available): \$500

Your organization will be the official presenter of the Series. You will receive recognition in all marketing materials including posters, newspaper ads, the town website, and social media with company logo when possible and verbal announcements at all events. You also receive the ability to place a promotional table at each event.

- Event Sponsor: \$300

You will receive recognition in all marketing materials including posters, newspaper ads, the town website, and social media with company logo when possible and verbal announcements at all events. You also receive the ability to place a promotional table at one date during the series.

- Supporting Sponsor: \$100

You will receive recognition in marketing materials such as posters, and online event listings.

- Vendor: \$30 per concert for food vendor _____ \$15 per concert for active farmers market vendors _____

If you are interested in selling during an event, please submit an application for consideration.



Event sponsors in 2019 included:



Theroux Dental Associates
Family, Cosmetic & Laser Dentistry



Supporting sponsors in 2019 included:

CSR Financial Services | Gaudette Insurance Agency | Dr. Mark Polasky

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GRAFTON RECREATION SPONSORSHIP REGISTRATION FORM 2021 - 2022

Company Name / Organization _____

Address _____

Town _____ State _____ Zip _____

Contact Name _____

Phone _____

E-mail _____

PLEASE MAKE CHECKS PAYABLE TO THE TOWN OF GRAFTON

GRAFTON CELEBRATES THE HOLIDAYS 2021

• **Frosty Stop Sponsor:** \$100 _____

Please list a short description to print in our brochure as to what will be occurring at your location and when. ***The Recreation Department reserves the right to edit wording on all descriptions before publication.*** Our business/ organization will do the following: _____

*****If your location would like to have a high school volunteer be an 'elf' to assist with greeting, answering questions, providing directions, and thanking your guests, PLEASE CHECK HERE*** _____

• **Event Sponsor:**

Patron \$750+ _____

Supporter \$500 - \$749 _____

Contributor \$250 - \$499 _____

Advocate \$100 - \$249 _____

Friend \$1 - \$99 _____

• **Banner Advertising Program:**

For-Profit**: 1 season: \$250 _____ 3 seasons: \$500 _____

Non-Profit: 1 season: \$125 _____ 3 seasons: \$250 _____

***** 2021 For-Profit Frosty Stops may deduct 50% of the fee***

ROAD RACE 2022

• Presenting Sponsor: \$350 _____

• Event Sponsor: \$200 _____

• Supporting Sponsor: \$100 _____

• Other*: < \$100 _____

*Goods/Services Description _____

CONCERTS ON THE COMMON 2022

• Presenting Sponsor: \$500 _____

• Event Sponsor: \$300 _____

• Supporting Sponsor: \$100 _____

• Vendor*: \$30/concert _____

*Select Date: _____ July 13 _____ July 20 _____ July 27

_____ Aug. 3 _____ Aug. 10 _____ Aug. 17

For Office Use Only

Date: ____/____/____

Check #: _____

Amount \$: _____